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Digital Marketing Communication as an Instrument in Social Responsibility Projects After the Earthquake in Türkiye

Mehmet Ekim AYYILDIZ[1] **Aşkım Nurdan TÜMBEK TEKEOĞLU**[2]

Abstract

The earthquakes that took place in Kahramanmaraş, Hatay, Gaziantep, Adıyaman, Adana, Malatya, Diyarbakır, Kilis, Osmaniye, Şanlıurfa, and Elazığ on February 6, 2023, at 04:17 and 13:24 Turkish Standard Time, resulted in significant property damage and fatalities. After these earthquake disasters in Türkiye, all government institutions, non-governmental organizations, individuals, and international actors implemented a variety of social responsibility projects to provide aid to the region and mitigate the effects of the earthquake on the lives of the people. Since the COVID-19 pandemic that occurred between 2020 and 2022 accelerated the digital transformation of businesses, the use of social media and digital marketing tools by individuals and institutions has increased significantly. Although Digital Marketing communication tools such as e-commerce web sites, social media marketing, and search engine marketing are primarily marketing and profit-oriented technologies, it has been demonstrated that they can also be used in social responsibility projects due to their widespread use by individuals and businesses and their ability to quickly deliver messages to the masses. Following the development of a conceptual framework for social responsibility and digital marketing communication, examples of the use of Digital Marketing Communication Tools, such as E-Commerce Web Sites (Topraktan Tabağa, Umut Hareketi), Social Media Platforms (Instagram, Twitter, Youtube), Search Engine Advertisement (Google Ads), and Social Media Advertisement (Facebook), in Türkiye's post-earthquake social responsibility projects are examined in this study. Based on these examples, suggestions for influencers, institutions, and content managers regarding the use of marketing communication tools in social responsibility projects are shared, and recommendations for future research are provided.

Keywords: Earthquake, Social Responsibility, Digital Marketing Communication, Social Media, Digital Marketing.

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Türkiye'de Deprem Sonrası Sosyal Sorumluluk Çalışmalarında Bir Enstrüman Olarak Dijital Pazarlama İletişimi

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Öz

06.02.2023 günü, Türkiye saati ile 04:17'de ve 13:24'te sırası ile merkez üssü Pazarcık (Kahramanmaraş) ve Elbistan (Kahramanmaraş) olan Mw 7.7 ve Mw 7.6 büyüklüğünde iki deprem meydana gelmiş, bu depremler Kahramanmaraş, Hatay, Adıyaman, Gaziantep, Malatya, Kilis, Diyarbakır, Adana, Osmaniye, Şanlıurfa ve Elazığ'da çok şiddetli hissedilmiş can kaybı ve ağır hasara neden olmuştur. Deprem felaketi sonrasında, tüm devlet kurumları, sivil toplum kuruluşları, bireyler ve uluslararası aktörler bölgeye yardım sağlamak ve depremin neden olduğu hasarın insanların hayatı üzerindeki olumsuz etkisini olabildiğince azaltabilmek adına çeşitli çalışmalar yapmış ve sosyal sorumluluk projelerini hayata geçirmişlerdir. Dünyada 2020-2022 yılları arasında yaşanan COVİD-19 pandemisiyle birlikte işletmeler için dijital dönüşüm süreçlerinin hızlanmasıyla birlikte, sosyal medya ve dijital pazarlama araçları gerek işletmeler gerekse bireyler tarafından yoğun bir şekilde kullanılır hale gelmiştir. E-Ticaret web siteler, sosyal medya pazarlaması, arama motoru pazarlaması gibi dijital pazarlama iletişim araçları her ne kadar asıl olarak pazarlama ve kar odaklı teknolojiler olsa da işletmeler ve bireyler tarafından yaygın kullanımları ile mesajların geniş kitlelere çok süratli bir şekilde iletilmesine imkan vermeleri özelliği ile, sosyal sorumluluk projelerinde de etkinlikle kullanılabildikleri görülmektedir. Bu çalışmada, sosyal sorumluluk ve dijital pazarlama iletişimine yönelik kavramsal çerçevenin oluşturulmasının ardından, Türkiye'de deprem sonrasında yürütülen sosyal sorumluluk projelerinde kullanılan Dijital Pazarlama İletişim araçları olarak, E-Ticaret Web Siteleri (Topraktan Tabağa, Umut Hareketi), Sosyal Medya Platformları (Instagram, Twitter, Youtube), Arama Motoru Reklamcılığı (Google Ads) ve Sosyal Medya Reklamcılığı (Facebook) örnekleri incelenmiştir. Bu örneklerden hareketle sosyal sorumluluk projelerinde pazarlama iletişimi araçlarının kullanımına ilişkin influencer'lara, kurumlara ve içerik yöneticilerine yönelik tavsiyeler paylaşılmış ve gelecek araştırmalar için öneriler sunulmuştur.

Anahtar Kelimeler: Deprem, Sosyal Sorumluluk, Dijital Pazarlama İletişimi, Sosyal Medya, Dijital Pazarlama.

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Introduction

On February 6, 2023, at 04:17 and 13:24 Turkish time, two earthquakes of magnitudes Mw 7.7 and Mw 7.6 struck Türkiye, with the epicenters near Pazarcık (Kahramanmaraş) and Elbistan (Kahramanmaraş). In Hatay, Kahramanmaraş, Gaziantep, Adıyaman, Adana, Malatya, Kilis, Diyarbakır, Osmaniye, Şanlıurfa, and Elazığ, these earthquakes resulted in significant human casualties and property damage. To help the area and lessen the impact of the earthquake's destruction on people's lives, all governmental entities, non-governmental organizations, individuals, and international organizations carried out numerous social responsibility programs after the disaster.

The precautions that were taken during the COVID-19 pandemic in the world between 2020 and 2022 had a significant impact on people's daily routine behaviors, and the processes of isolation and closure accelerated the integration of concepts like remote work, online shopping, and online education. Since this situation accelerated businesses' digital transformation processes, many businesses now have online shopping infrastructures, the e-commerce and social media marketing industries have grown, remote working has become popular, and training resources have expanded.

The use of digital marketing communication and social media marketing tools to help earthquake-affected areas, whose prevalence increased during the pandemic period, was investigated in this study, and an effort was taken to draw attention to the effectiveness of marketing communication tools for social responsibility and campaigns carried out in post-disaster situations.

The concepts of social responsibility and digital marketing communication are explained in the first part of the study through a literature review, and in the second part, examples of the use of digital marketing communication tools in post-earthquake social responsibility projects in Türkiye are examined.

As the subject of this research "Digital Marketing Communication as an Instrument in Social Responsibility Projects After the Earthquake in Türkiye", research question was "finding highly visible social media campaign examples on different channels" and these examples are reviewed via observation as a qualitative research method.

The importance of this research based on considering digital marketing communication tools as social responsibility assets and exploring different digital marketing channels including social media and online advertising such as YouTube, Twitter, Instagram, online marketing web sites and Search Engine Marketing.

This research is different from previous studies by being focused on Türkiye Earthquake social responsibility campaigns conducted via social media and analyzes some campaigns of the highest visibility. Contribution of this research to the literature is showing the efficiency of marketing communication channels in social responsibility based on examples on a specific event.

1. Social Responsibility

Social responsibility is defined as the idea that companies have obligations to the groups in the society beyond those stipulated by the shareholders, laws, or union agreements (Çengel et.al., 2020, p.7). This obligation, which is accepted voluntarily, goes beyond the

stakeholders; It is a broad concept that includes customers, employees, suppliers, and social groups (Jones, 1980).

1.1. Corporate Social Responsibility

While it is expected that companies struggling with social problems have a sense of corporate social responsibility (Kotler & Lee, 2008), it is natural that social responsibility brings brand awareness, brand image development and improvement, and competitive advantage in the market, and businesses need to consider flexible management processes and prioritize functions within the scope of social responsibility since consumer behaviors are significantly affected by the factors which affects public health (Çengel et.al., 2020).

Based on the reality that successful companies need society and society needs successful companies (Porter & Kramer, 2006), the social responsibility approach that emphasizes the social aspects of companies gains importance.

1.2. Individual Social Responsibility

Individual social responsibility is the consciousness of individuals towards social problems, and it emerges depending on the needs and demands of the group or society where the actions are carried out, and its scope may vary (Eraslan, 2011).

Individual actors operating in Digital Marketing channels, such as social media influencers, content producers (YouTube, Instagram), and social media celebrities, can reach a larger audience through the content and messages they share and benefit from the social responsibility approach in terms of individual brand awareness and achievements (increased number of followers, likes, reposts, and platform payments, etc.). Social media is also during natural disasters to share information about relief funds, shelter, food, staying safe and emotional support (Yadav et.al. 2016).

Although the primary goal of social media campaigns in the context of social responsibility is to aid victims of natural disasters, they also help to build the brand identity and awareness of social media accounts.

2. Marketing Communication

The concepts of marketing communication mix, digital marketing and digital marketing communication will be introduced in this section, and a conceptual framework for digital marketing communication tools that can be used in social responsibility efforts will be constructed.

Marketing is defined as the whole of activities aimed at determining consumer needs and desires, discovering target markets with opportunities for success, and developing and implementing goods, services, and programs suitable for these markets (Mucuk, 2007).

The generally accepted Marketing Communication Mix elements consisting of communication variables that form the basis of marketing communication activities are shown below (Copley, 2004):

- Advertising
- Sales promotion
- Public relations (market/product/brand)
- Personal communications
- Direct marketing

- Sponsorship

Promotion, which is the most common application among marketing communication applications (Odabaşı & Oyman, 2002), is defined as "all marketing tools that provide communication in a persuasive way to consumers" according to Kotler, it is also defined as the communication process that consists of direct, unified, programmed and coordinated activities carried out under the supervision of the manufacturing and marketing company for the purpose of persuading the customer (Öztürk, 1978).

According to the Association of American Advertising Agency, Integrated Marketing Communications is explained as the use of various communication disciplines such as advertising, direct response, sales promotion, or public relations within a plan to achieve the highest communication effect (Duncan & Everett, 1993).

The designation of marketing communication as "integrated" emerges as the most important development in the field of marketing in the 1990s and emphasizes the view that integration is a necessity for success, unlike the fact that businesses could send marketing communication messages through different channels without integrity in the past (Yurdakul, 2006, p.55).

2.1. Marketing Communication Mix

Marketing communication mix or promotion mix is defined as the communication process consisting of conscious, programmed and coordinated activities for the purpose of persuading the customer, carried out under the control of the enterprise in order to facilitate the sale of a company's products or services and the promotion mix elements and their subcomponents are shown in Table-1 (Odabaşı & Oyman, 2002).

Table 1. Components of Promotion Mix

Advertisement Mix	Personal Sales Mix	Public Relations Mix	Sales Promotion Mix
Radio	Personal	News	Sample
Television	communication	Corporate	products
Newspaper	To consumers	Advertising	Coupons
Magazine	To intermediaries	Press relations	Exhibitions,
Direct mail	Salesperson	Corporate identity	fairs
Open area	selection, training,	Announcement	Selling
Message	payment, and	Speeches	points
Joint Advertising	territories	Editorship	Competitions
			Sweepstakes
			Discounts
			Refunds

Today, all components of the Marketing Communication Mix can be carried out through digital channels, and target market access is simple and low-cost.

2.2. Digital Marketing

According to the Cambridge English dictionary, "digital" means recording or storing data by expressing with 1's and 0's or displaying information electronically, and "digitization" or "digitalization" are given as synonyms, meaning to convert the data into a series of 0's and 1's to make it understandable by a computer (Cambridge Dictionary, 2022).

Digital Marketing is defined as the use of innovative practices to introduce products and services to consumers at the right time, in accordance with their personal characteristics and in a cost-effective way, using database-oriented distribution channels (Wsi, 2013).

Kotler, Shalowitz, and Stevens define Digital Marketing as, "a social and management process through which different groups and individuals obtain what they need and want, creating, offering and exchanging products with value for others" (Lopez Garcia et al., 2019, p.3; Kotler et.al, 2008).

According to Todor (2016), Digital Marketing is the use of digital technologies in order to market products and services in a targeted, measurable and interactive way, converting leads into customers and keeping them as customers, and its advantages are being cost-effective, measurable, customizable, adaptable, interactive, easily accessible to the market, having no time limit, and allowing easy dialogue with customers, and usability of rich content (Todor, 2016, p.52).

Digital Marketing, which is an umbrella concept that includes all online marketing tools such as search engine optimization, e-mail marketing, content marketing and social media marketing, is a technology-enabled process used to start and maintain communication, with which companies can create common value for all stakeholders (Gedik, 2020).

In a broader definition, digital marketing is a planned approach aiming to gain and retain customers profitably by using digital technologies through online channels (web, e-mail, databases, mobile phone, digital TV, etc.) and provide personalized services to customers by analyzing customer profile, behavior, and loyalty factors (Holder, 2007, p.374).

The use of digital marketing tools also gives businesses the opportunity to increase their market share and competitive power (Kotane et al., 2019, p.29-30; Kannan and Li, 2017, p.23).

Instruments of Digital Marketing are listed below (Kingsnorth, 2016) :

- E-mail Marketing
- Social Media Marketing - SMM (Posts and Advertisements)
- Paid Search / Search Engine Marketing - SEM
- Search Engine Optimization - SEO
- Web Sites - E-Commerce Platforms
- Content Marketing
- Mobile Marketing
- CRM Marketing

2.3. Digital Marketing Communication

In addition to the world of physical resources that the manager can see and touch, businesses must compete in the virtual world, where information is created which is Internet and, in this environment, exchange transactions do not have to be physical, nor

are they limited in time, and consumers can communicate directly with each other. (Odabaşı & Oyman, 2002).

Internet marketing is conducted by creating an electronic store environment, making use of internet advertisements, utilizing forums and newsgroups, and the use of e-mails (Kotler et al., 1999), at the same time, campaigns carried out by social media marketing, content marketing and internet influencers are becoming more common every day.

Sharing information with relevant target audiences via social media is also seen as a method used by the governments. Government institutions started to use social media tools widely in addition to traditional media tools such as television, radio, newspaper, etc. especially during the COVID-19 pandemic, and social media accounts of state institutions and officials are users for delivering various information about the number of cases, precautions, etc. (Develi, 2020, p.317-333).

Internet and social media marketing is also used for tourism re-marketing after recovery is completed for cities suffered natural disasters (Orchiston et.al., 2016, p.64-84).

3. Social Responsibility and Natural Disasters

Two earthquakes of magnitude Mw 7.7 and Mw 7.6 occurred in Pazarcık (Kahramanmaraş) and Elbistan (Kahramanmaraş) on 06.02.2023, at 04:17 and 13:24 Turkish time and both earthquakes caused loss of life and severe damage in Kahramanmaraş, Hatay, Adıyaman, Gaziantep, Malatya, Kilis, Diyarbakır, Adana, Osmaniye, Şanlıurfa and Elazığ.

The earthquake was effective in an area of 108,812 km² covering 11 cities in the Eastern and Southeastern Anatolia Region, was recorded as the most destructive earthquake storm in the history of the country according to the strong ground motion records of these two main shocks, field observations and information received from the people of the region (AFAD, 2023).

As a similar disaster recently affected millions of people, the COVID-19 epidemic has caused serious economic consequences in the world and has affected the whole society by causing significant changes in consumer behavior and business strategies (Donthu and Gustafsson, 2020).

Because the earthquake disaster also limits the development of businesses in the region to meet consumer needs, the use of marketing communication tools in social responsibility projects is critical in terms of both meeting the needs of the region's people and accelerating the return of commercial activities of businesses damaged by the natural disaster.

Although the primary goals of institutions, organizations, and individuals involved in social responsibility projects for aid collection after natural disasters are not to profit, their activities have positive effects such as increasing brand awareness, boosting the amount of people visiting social media accounts or websites, and influencing visitors positively in terms of brand identity perception.

On the assumption that the use of celebrities in advertisements as a marketing communication tool can persuade people and influence their behavior, celebrities are used in product packaging and posters, as well as video and audio advertisements, and

this contributes to the delivery and consideration of the messages intended to be conveyed in advertisements (Serttaş, 2016, p.2; Ablak & Sağlam, 2022).

4. Research

4.1. Methodology

Methodology of this study is based on literature review and online media review as qualitative research. After explaining conceptual framework of Digital Marketing Communication, examples of the use of Digital Marketing Communication tools for the purpose of collecting aid for the disaster area were reviewed.

Examples reviewed in this chapter are selected by convenience sampling with the criteria of reaching large masses and being unique applications, data collected covering the period between February 6 and April 19, 2023, and the examined applications are shown in Table-2.

Table 2. Social Responsibility Practices Examined

Content Owner	Media Channel	Application Type	Purpose	Effect
Beşiktaş JK Sports Club	YouTube	Sales promotion/ Direct selling	Collection of toys for children in the disaster area	25.000 toys delivered to children in disaster area.
İzmir Municipality	E-Commerce Web Site	Internet Marketing	Blanket, hygiene kit, food package for disaster area	No data shared.
Ebru Baybara Demir	Instagram	Content Sharing	Providing food in the disaster area	Free food delivered 3 times a day starting the next week of earthquake to present.
Haluk Levent	Twitter	Content Sharing	Aid collection for disaster area	Reached 8,853,335 twitter followers.
Hasan Can Kaya - Konuşanlar	YouTube	TV show	Aid collection for disaster area	All of the 2023 season income is donated.
Topraktan Tabağa	E-Commerce Web Site	Internet Marketing	Aid collection for disaster area	Food material is provided to Free food programs.
Akademik Link	YouTube	Content Sharing	Aid collection for disaster area	Reached 605.000 followers.
Barış Özcan	YouTube	Content Sharing	Aid collection for disaster area	As of April 19, 2023, 653,626 USD raised and first episode received 1,053,017 views.
Kızılay, İBB	Google Ads	Search Engine Advertising	Search result for "Earthquake Aid"	No data shared.
Cerebral Palsy Türkiye	Facebook	Social Media Advertising	Charity activity advertisement	No data shared.
Unicef Türkiye	Facebook	Social Media Advertising	Charity activity advertisement	No data shared.

In the following sections, Electronic Commerce Platforms, Social Media Platforms and Digital Advertisement Applications will be examined regarding disaster relief and aid collection projects.

4.2. Electronic Commerce Platforms and Websites

Under the auspices of the Republic of Türkiye Ministry of Trade, an Earthquake Assistance Campaign in e-Commerce was launched, aiming to provide the citizens affected by the earthquakes in Kahramanmaraş the high priority products they need (Anadolu Agency, 2023), and in this context, companies and institutions that sell through web sites and electronic commerce platforms have carried out many aid campaigns for the disaster area in which consumers were given the option to purchase the aid products they prefer online and these products were delivered to the disaster area by the companies' shipping channels.

This section examines the projects conducted by various corporations and institutions in relation to social responsibility and fundraising on E-Commerce sites.

"Topraktan Tabağa" and İzmir Municipality "Umut Hareketi" E-Commerce Web Sites are reviewed as examples in this section. Although a lot of municipalities, sports teams and organizations conducted social responsibility campaigns for the same purpose, these examples are selected based on their uniqueness, high visibility, interaction, and effect. "Topraktan Tabağa" is a local manufacturer in the disaster area, and İzmir Municipality is using all digital communication channels and e-commerce platform to promote online sales of the aid packages.

4.2.1. From Soil to the Dishes (Topraktan Tabağa) Platform

The organization named "Topraktan Tabağa" is not only producing their products with the motto of living soil, local seed, good agriculture, and sustainable economy in the Mardin region, but also selling them through the online shopping site www.topraktantabaga.com.tr.

It is also possible to provide financial support to the kitchens operated by volunteers in the region by purchasing food items needed in the earthquake area as donations or by purchasing aid packages in the form of "digital support cards" through the company website (Topraktan Tabağa, 2023).

4.2.2. Izmir Municipality "Umut Hareketi" (Hope Movement) Platform

Following the earthquake, Izmir Municipality established an online shopping platform called "Umut Hareketi (Hope Movement)" and began selling products such as food packages, hygiene packages, blankets, container equipment, and feed to send to the disaster area. Donors are notified via SMS and an e-invoices are delivered via e-mails (Umut Hareketi, 2023).

4.3. Social Media Platforms

Although the use of marketing communication channels by businesses for social responsibility and aid collection activities in disaster areas cannot be classified as marketing or advertisement efforts, it can still increase sales and provide brand awareness for local businesses serving earthquake victims.

Public Relations can be defined as "the science or art of developing mutual understanding and goodwill between a person, a company or an institution and the public" (Webster's New Collegiate Dictionary), It can also be defined as efforts for developing good relations with various interest groups in the society and to maintain these relations by providing information about their activities that benefit society (Mucuk, 2007, p. 229).

Following the 6 September 2023 earthquake, celebrities and influencers shared a variety of content, including messages to support relief efforts, volunteer workers, or businesses in the disaster area for the purpose of assisting and informing. As examples, the contents shared on various social media sites are investigated in this part.

Haluk Levent (Twitter), Beşiktaş J.K. (Youtube), Ebru Baybara Demir (Instagram), Konuşanlar (YouTube), Akademik Link (YouTube) and Barış Özcan (YouTube) are reviewed as examples in this section. Although a lot of social media accounts conducted social responsibility campaigns for the same purpose, these examples are selected based on their uniqueness, high visibility, interaction, and effect.

While uniqueness of the campaign conducted by Beşiktaş J.K. was caused by the way it collected toys for the area, social media accounts are selected based on their high visibility since Haluk Levent has 8,853,335 Twitter followers, Beşiktaş J.K. has 1,110,000 Youtube subscribers, Ebru Baybara Demir has 173,000 Instagram Followers, Barış Özcan has 6,350,000 YouTube subscribers, Akademik Link has 605,000 YouTube subscribers, Konuşanlar has 2,730,000 YouTube subscribers.

4.3.1. Haluk Levent Twitter Account

Haluk Levent was born on November 26, 1968, in the town of Yüreğir in Adana. Fifteen albums, ten thousand concerts, two books, hundreds of awards, charity concerts, two record concerts (twelve hours) and dozens of environmental lawsuits have fit into his artistic life. Haluk Levent founded the AHBAP organization to provide aid to those in need (Hürriyet, Haluk Levent'in Biyografisi, 2023).

The following posts can be reviewed as examples:

- Ali Usta had 4 shops in Hatay. All destroyed. But he wanted to help people. He said, "Haluk brother, I want to give out free sweets." We took care of all your needs. Our master has started to distribute sweets free of charge in Uğur mumcu square in Defne. Open to everyone (Haluk Levent, 2023a). This post was shared on 26 Mar 2023, viewed 2,500,000 times, retweeted 3,561 times, and received 49,000 likes.
- Singing in the region for the first time in 50 days. A mini concert to raise our children's morale who have lost their homes (Kahta - Adıyaman) (Haluk Levent, 2023b).
- Eskişehir Professional Hairdressers Association, which came to the tent city in Hatay in coordination with AHBAP, provided service to the citizens in the disaster area. We continue to work for all kinds of needs of the regions (Haluk Levent, 2023c).
- About a month ago, I invited everyone to donate blood. Because more blood is needed during an earthquake. ... please donate blood (Haluk Levent, 2023d).
- Our "Kitchen of Goodness", prepared in cooperation with Philips Home Products, is on its way to Hatay (Haluk Levent, 2023e). This post shared on Apr 10, 2023, received 564,800 views, 424 retweets, and 4,975 likes.

In a survey conducted by the IPSOS company, Haluk Levent was deemed Türkiye's most trusted artist due to his devoted work with state institutions and non-governmental organizations, as well as the donations he collected (Cumhuriyet, 2023), he is also listed among the 100 Most Influential People in the World by Time (Time 100 Most Influential People 2023, 2023).

4.3.2. Ebru Baybara Demir Instagram Account

Ebru Baybara Demir is selected as an example of use of an Instagram Account, since she is a high-profile chef living in the disaster area with 173.000 Instagram followers, and with attendance of many people, her organization prepared and served food for the area completely free of charge for a very long time.

Ebru Baybara Demir, the first and only Turkish chef to be among the top 10 chefs in the world for two years at the Basque Culinary World Prize, one of the most prestigious awards in the world of gastronomy, was born in Mardin in 1976 and settled there after completing her studies at Marmara University (NTV, Ebru Baybara Demir Kimdir, n.d.).

While Ebru Baybara Demir continued her cooking and distribution activities with volunteers in the kitchen she established after the earthquake, she collected material and labor support for this activity through her social media accounts and shared posts to raise awareness about supporting the local businesses.

Some examples of these shares are given below:

- Sudan came from Nepal and worked voluntarily in our kitchen. He wanted to be here to pay his debt of loyalty. Because Türkiye was the first country that went to help in the 2015 Nepal earthquake and helped people in Nepal (Ebru Baybara Demir, 2023a).
- The situation is getting harder day by day for those staying in tent cities due to the rainy weather and the effect of the storm. Yesterday, our Gönül (heart) kitchen worked very hard and with our 202 volunteers, we managed to deliver food for 61,111 people to the earthquake victims (Ebru Baybara Demir, 2023b).
- Hatay's brand; Petek Patisserie. With its family tradition and warmth, it is a business that is active for more than 80 years and known and loved by all Hatay residents. They have continued their uninterrupted support for our earthquake victims since the first day of the earthquake. Mr. Bayram says: "Hatay is Atatürk's entrustment not only to us, but to all of Türkiye. It is our duty to raise it all together and restore it to its former beauty". It is our duty to keep this beautiful family business alive. Let's visit peteksiparis.com now, let's order one of Petek Patisserie's wonderful desserts from all over Turkiye (Ebru Baybara Demir, 2023c).
- Yesterday, we prepared dinner for 72 thousand people with the unity of heart. We delivered it to our earthquake victims in need. With the unity of heart, we have created a kitchen where hearts are satisfied, not stomachs. We need more volunteers (Ebru Baybara Demir, 2023d).
- All we lack is you, let's grow this goodness movement together (Ebru Baybara Demir, 2023e).

4.3.3. Beşiktaş JK Sports Club YouTube Channel

Although many sports teams in Türkiye collected aids for the disaster area, Beşiktaş JK is selected as an example because of the uniqueness of the campaign and higher visibility in the international media.

In the fourth minute and seventeen seconds of the match between Beşiktaş JK and Antalyaspor on February 26, 2023, the game was stopped, and thousands of toys were thrown onto the field, referring to the earthquake time of 04:17.

This event, during which the footballers applauded the supporters and were unable to control their tears, received extensive coverage in the Turkish and international media. Beşiktaş JK's distribution of toys to children in the earthquake-affected region boosted the children's spirits, while video clips of the activity were posted on the club's YouTube channel, which has 1,008,000 subscribers, received positive comments, and likes from fans of other sports teams, watched by 317,321 visitors, and received 1,372 comments (Beşiktaş JK, 2023).

Examples of news headlines about the activity in the Turkish and World press are presented below:

- Mynet: Last minute: Historical scenes! The emotional minute of Beşiktaş - Antalyaspor match: 4:17! With the "This Toy is for You My Friend" campaign, the pitch was overflowing... (Mynet, 2023).
- NTV: "This toy is for you my friend" campaign in the world press (NTV, 2023).
- The Guardian: Besiktas fans throw toys on to pitch for children affected by earthquake (The Guradian, 2023).
- Reuters: Besiktas fans throw toys on field for children affected by earthquake (Reuters, 2023).
- BBC: Besiktas fans throw toys on to pitch for children affected by Turkey earthquake (BBC, 2023).
- CBS Sports: Fans of Turkish club Beşiktaş throw toys onto pitch for children affected by earthquakes in Türkiye, Syria (CBS Sports, 2023).

This application, which is an example of the use of both social media channels and traditional media tools in the field of social responsibility, not only contributed to the global Brand Identity of Beşiktaş JK, but also contributed significantly in the fundraising efforts.

4.3.4. Konuşanlar TV Series and YouTube Channel

"The Konuşanlar" Series, produced by Hasan Can Kaygısız and broadcast on EXXEN Television, also has a YouTube channel with 2,640,000 followers. "All of the ticket and donation revenues from this episode will be donated to our earthquake victims, condolences to our country." message is displayed at the start of every episode released after the earthquake (Konuşanlar, 2023).

4.3.5. Akademik Link YouTube Channel

"Akademik Link" YouTube channel has been on air since 2015, shared informative content on statistics and university agenda provided by Assoc. Prof. Behçet Yalın ÖZKARA, has 605.000 followers and 540 video content online. The channel donates its entire revenue to charity organizations, and it shares accurate and timely charity reports.

Following the earthquake, channel produced content related to it and took part in fundraising campaigns (Akademik Link, 2023).

4.3.6. Barış Özcan YouTube Channel

After the earthquake, an aid campaign was carried out and joint live broadcasts were made on the "Barış Özcan" YouTube channel, where content related to popular scientific topics was shared by Barış Özcan. As of April 19, 2023, it is reported that 653,626 USD have been raised for earthquake relief using YouTube and TPF (Turkish Philanthropy Funds) infrastructure as part of a campaign on the YouTube channel with 6,290,000 subscribers and 713 videos shared so far (Barış Özcan, 2023).

"Earthquake Solidarity YouTube Joint Broadcast - Episode 1" broadcast on February 8, 2023, received 1,053,017 views.

4.4. Digital Advertisement Applications

Advertisement is defined as the impersonal presentation of goods, services, and ideas for a fee, with the goal of announcing and adopting large masse and as its main features, it is aimed at a large audience, can be repeated, can be presented in a meaningful and effective way, and is impersonal (one-way effectiveness) (Mucuk, 2007, s. 215).

Internet advertising, which is becoming more and more common, eliminates time and place restrictions for brands and customers, and allows analysis and targeting using many metrics, especially demographic targeting and main types of internet advertising are as follows (Dokanak, 2019):

- E-Mail Advertisement
- Search Engine Advertisement
- Social Media Advertisement
- Content Network Advertisement

In this section, examples of Internet Advertising used in relief activities after the earthquake disaster were examined.

4.4.1. Search Engine Advertisement

When the words "Earthquake Aid" are searched on the Google search engine, the "Kızılay Blood Donation" and "Istanbul Metropolitan Municipality Hanging Bills" ads appear in the "Paid Sponsored Advertisement" section at the top of the search result page (SRP).

4.4.2. Social Media Advertisement

The Facebook platform, which is a social networking platform owned by META Company and has been active since 2004, has 32,800,000 users in Türkiye as of 2023 (statista.com, 2023). On the Facebook platform, which has more than 2 Billion users worldwide, ads allow targeting of people based on location, age, gender, interests, demographics, behavior and connections, and more advanced targeting tools such as lookalike audiences that allow you to target users who are similar to users who have interacted with your business before are also available (facebook.com, 2023).

As an example of the use of Facebook ads for social responsibility purposes, the content shared by Cerebral Palsy Turkey includes the message "Donate so that disabled children can reach the materials and services they need in the earthquake, so that rehabilitation

and special education continue without interruption with your support..." (Cerebral Palsy Türkiye, 2023).

As another example, UNICEF Türkiye shared the message "Needs are not one day, but every day. In times of urgent humanitarian aid, we can perform the first response quickly with your regular donations. Just like earthquakes in Turkey. Become a regular donor so that we can continue our work for the children affected by the earthquake in the long term and let's do good things for children together." with Facebook ads (UNICEF Türkiye, 2023)

Conclusion

There are many examples of aid campaigns supported with traditional advertising and public relations tools, such as radio, television, and newspapers.

For example, the benefit concert for the Haiti earthquake on January 12, 2010, which occurred 25 km from the city Port-au-Prince and had a magnitude of 7.0 Richter (Wikipedia.com, n.d.), was shown live on television from Belgium Eén (Telefilmbe, 2010). The Live Aid concerts, a two-site concert and music-based fundraising initiative held on Saturday, July 13, 1985, to raise funds for hunger relief in Ethiopia with one of the largest satellite links and television broadcasts in history, were viewed live by approximately 1.9 billion people in 150 countries, or roughly 40 percent of the world's population (Wikipedia, 2023).

The COVID-19 pandemic has increased the significance of digital marketing channels, consumer behavior and the purchasing decision process have changed significantly, and online shopping habits have become widespread; consequently, social media channels, internet advertisements, internet blogs, online content, and social media influencers have become crucial marketing communication instruments.

In the examples examined in the study, following points are observed:

- Influencers reach thousands of people through their social media accounts,
- Institutions and organizations effectively carry out their fundraising activities by making use of Marketing Communication Tools,
- Aid activities contributed to raising awareness about the earthquake disaster by taking place in the international press.
- Content managers with a large audience can provide financial support to the earthquake region with the aid campaigns they carry out.

National Disasters also shape markets' needs and purchasing priorities, such as sales of hygienic products (disinfectants and masks) increased by 4%, 47%, and 53% in the two weeks following the first confirmed case of Covid in the United States on January 30, 2020 (Nilesen IQ, 202), (Hacıalioğlu & Sağlam, 2021). It has been observed that consumers' purchasing patterns and purchasing priorities have changed (Erkan, 2020: 588), and the demand for long-shelf-life products and products such as disinfectants, masks, and gloves has increased, and that more orders are being placed online (Yıldız, 2020: 386).

Similarly, the earthquake disaster might create new markets for businesses providing products such as tents, portable energy solutions, and hygiene materials, marketing communication tools should provide free or low-cost services to new businesses and entrepreneurs operating in the disaster area as part of their social responsibility to aid in the regional development and wound healing.

As discussion for this study, it is believed that celebrities and social media influencers sharing positive messages about health workers, social workers, teachers, and volunteers working in the region can raise awareness and motivate more volunteers to work in the region.

Influencers, institutions, and content managers are encouraged to consider the following issues regarding the use of marketing communication tools in social responsibility projects and natural disaster aid collection activities, within the context of the concepts explained in the literature review and the social responsibility projects examined:

- Awareness and participation in social responsibility projects can be increased with the use of digital marketing communication tools.
- Social responsibility projects can be announced to wider audiences with social media tools.
- Social responsibility projects can contribute positively to brand perception and brand identity of the businesses.
- Conflicting messages or practices (cancellation of discounts, extra shipping fees, etc.) can quickly turn the positive impact expected from social responsibility projects into a negative direction and should be avoided.
- Artists or influencers with a fan base can utilize their influence to increase perception of the help campaign and urge the target audience to engage.
- Because involvement in social responsibility initiatives contributes to public image of donors, adequate infrastructure should be available to offer documentation and share events on social media.

The findings of this study show digital marketing tools are used effectively for social responsibility projects considering the number of followers, voluntary participants and fund raised, and it confirms that social responsibility projects also create positive effect on campaign organizers' own public image resulting more followers or visibility.

Limitations of this study include the fact that limited number of examples of the use of Digital Marketing Communication tools in social responsibility projects for the Türkiye Earthquake of 2023 have been examined and there are other digital marketing channels or social media accounts that can be analyzed.

Future academic research would benefit from collecting quantitative data on the use of Digital Marketing Communication tools in social responsibility projects and analyzing the effectiveness of these tools in persuading volunteers and donors to participate through surveys.

Peer-Review	Double anonymized - Two External
Ethical Statement	It is declared that scientific and ethical principles have been followed while carrying out and writing this study and that all the sources used have been properly cited.
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Değerlendirme	İki Dış Hakem / Çift Taraflı Körleme
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Benzerlik Taraması	Yapıldı – Ithenticate
Etik Bildirim	itobiad@itobiad.com
Çıkar Çatışması	Çıkar çatışması beyan edilmemiştir.
Finansman	Bu araştırmayı desteklemek için dış fon kullanılmamıştır.
Yazar Katkıları	Çalışmanın Tasarlanması: 1. Yazar (%70), 2. Yazar (%30) Veri Toplanması: 1. Yazar (%90), 2. Yazar (%10) Veri Analizi: 1. Yazar (%90), 2. Yazar (%10) Makalenin Yazımı: 1. Yazar (%80), 2. Yazar (%20) Makale Gönderimi ve Revizyonu: 1. Yazar (%90), 2. Yazar (%10)

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